

U.S. ARMY CONTRACTING AGENCY



***Successfully Getting
Through The Army
Services Strategy Panel
- What We Did Right!***



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Getting Through The ASSP Agenda

- The Requirement – CONUS Support Base Services (CSBS)
- Getting Started
- Key Preparation Drivers
- Day of the Briefing
- Take-away Points from the Actual Briefing



The Requirement – CONUS Support Base Services

- Provide mobilization support primarily at 16 Power Projection Platforms/Power Support Platforms and secondarily at other IMA installations as needed
- Replacement of Reserve Component Garrison Support Unit services performed by Army Reservist - Mob/Demob activities – 12 broad task areas
- Continental United States (ACA Northern & Southern Region)
- Multiple Award IDIQ Contract, with proposed “‘suite’ of contractors,” receiving task orders issued at Garrison level
- \$1.3B Program ceiling for Base+4 Yrs
- Customer: Installation Management Agency (IMA)

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Getting Started

- **Learning & Executing a New Procedure**
- **Right Players - Use the “A” Team & Subject Matter Experts**
- **Continuous Reviews**
- **Validate the Process and the Facts to Support Desired Outcome**
- **Meaningful Meetings - Clear Assignments - Good Updates**
- **Get Samples & Lessons Learned - Don’t Reinvent the Wheel**
- **Timely Communications & Coordinations**
- **Customers think this is a contracting process...convince them otherwise**

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Key Preparation Drivers

- Start the draft and review process early
- Attention to detail and consistency
- Keep the best players throughout process
- Make no assumptions regarding what leadership knows or understands about your mission, its importance, or desired results
- Thoroughly understand customer's requirement, anticipate needs and be able to articulate, with foresight, how the acquisition strategy has been tailored to meet the unexpected, as well as the expected needs of the customer
- Presume that Contracting has the lead to brief

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Key Preparation Drivers Cont'd

- Obvious Winner - Select Strong Briefer
- Use Mock Pre-briefs w/Local, Region, & HQs Staffs
- Build the Picture, the Problems, the Proposed Solution – Logical Flow of Info
- Let your Courses of Action (COAs) drive the logical solution and outcome desired
- Give thorough research, validation and consideration to all programs, procedures, and processes affecting the strategy
- Assure thorough review, coordination and buy-in of the final product



Day Of The Briefing

“One (1) Hour”

- Arrive several hours ahead of time
- Assess status of the days agenda – it’s bound to change
- Exercise lots of Flexibility and Patience
- Take the “A” - Team and SMEs responsible for strategy development with you
- Avoid too many briefers – participants that want to help with points made or questions asked
- Try to stay on time
- Don’t “roll over” when you know and are clear on the facts
- Bring the highest level of customer representation knowledgeable of the requirement and the acq strategy

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Ensure that the Briefing...

- Explains the competitive environment thoroughly
- Clearly articulates socio-economic objectives
- Ensures commitment to performance based statement of work
- Clearly explains Risks (Cost, Schedule, Performance) and how to mitigate them
- Shows that extensive, validated Market Research was performed – Explain what the market can and must bear
- Gives plausible and realistic Pros & Cons for each Option proposed
- Explains any unique business arrangements or customer objectives to be realized
- Explains what and how metrics will be captured and tracked at all levels for the acquisition (Garrison/Task Order level, Contract/Regional level, Program/HQs level)



Points from the Actual Briefing

- Give history that clearly explains the importance and impact of this procurement
- Validate your approach – Get buy-in from top to bottom that includes the customer – Confidence on all points
- Action verb your metrics – they must be accomplishable as well as measurable
- Performance Base your outcome
- Ensure that your Acquisition Strategy is detailed and consistent and tracks with briefing slides
- Don't be surprised or insulted by any questions from the leadership
- Be confident in your strategy
- Remember to breathe!



We Survived...

ANY

QUESTIONS?

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